



CERTIFICATE COURSE IN BUSINESS 1966/7

University of Toronto
Division of University Extension

UNIVERSITY OF TORONTO

APPLICATION FORM

UNIVERSITY EXTENSION
84 QUEEN'S PARK
TORONTO 5

CERTIFICATE COURSE IN BUSINESS

1966-67

Name Mr. _____
in Mrs. _____
full Miss _____ (1st Given name) _____ (2nd Given name) _____ (Surname in capitals)

Home Address _____ Postal _____
District No. _____

Home Telephone _____ Citizenship _____

Firm Name _____ Occupation _____

Business Address _____ Business _____
Telephone _____

Date of Birth—Day _____ Month _____ Year _____ Country _____
(Birth Certificate must be submitted by First-Year Students)

Marital Status: Single ☐ Married ☐

Name of Next of Kin _____ Relationship _____

Address of Next of Kin _____

Education _____

Business Experience: To be shown on the BACK OF THIS PAGE (not on back of pink sheet).

FOR OFFICE USE ONLY

UNIVERSITY				YEAR	

DEGREE			

UNIVERSITY				YEAR	

DEGREE			

GEO. CODE		CITIZENSHIP	

FORP	DAY	MONTH	YEAR

MAR. STAT.	U/G	R/S	F/N	SEX

EASY ABBREV.

Business Experience: To be shown on the BACK OF THIS PAGE (not on back of pink sheet).

I wish to enrol in the following subjects (indicate choice of night):

I have obtained standing in the following subjects in this course:

First Year.....

Second Year.....

Third Year.....

Degrees previously earned.....

Where did you earn them?.....

In which year did you earn them?.....

ATTACHED IS REMITTANCE FOR TUITION FEES (Fees will *not* be accepted on account.) Cheques payable at par to the University of Toronto, at \$95.00 per subject. Equivalent Certificate Fee \$5.00 (for certificates other than Department of Education (Ontario)). Advanced Standing Fee \$5.00 (credit for academic work undertaken outside of the University of Toronto).

Will your employer underwrite any part of your Fees? No: ☐

Yes: Part Fee ☐

Full Fee ☐

Date.....

Signature.....

FACULTY ABBREV.			

FAC		CRS.	

ALPHA NUMBER				

FOR OFFICE USE ONLY

Admission:

Ac. ☐

Bus. ☐

C.A. ☐

Cheque ☐

Cash ☐

Card & T.T. ☐

A.B.C. ☐ ☒ R

EXTENSION COPY

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ADMINISTRATIVE OFFICERS

1965-66

THE UNIVERSITY

President C. T. Bissell, M.A., Ph.D., D.Litt., LL.D., F.R.S.C.
Executive Assistant to the President D. F. Forster, B.A., A.M.

Vice-President and Provost M. St. A. Woodside, M.A., LL.D.
Vice-Provost J. H. Sword, M.A.

Vice-President (Research Administration)
G. de B. Robinson, M.B.E., B.A., Ph.D., F.R.S.C.

Vice-President for Scarborough and Erindale Colleges
and Principal of Erindale College D. C. Williams, M.A., Ph.D.

Chief Librarian R. H. Blackburn, M.A., B.L.S., M.S., LL.D.

Vice-President (Administration) F. R. Stone, B.Com., C.A.
Director of Finance G. L. Court, D.F.C., M.Com., C.A.
Secretary of the Board of Governors and
Director of Administrative Services D. S. Claringbold
Director of Physical Plant F. J. Hastie, B.Sc., P.Eng.

Registrar and Director of Student Services R. Ross, M.B.E., M.A.
Director of Admissions E. M. Davidson, B.A.
Director of Financial Aid R. L. Purves, D.S.O., C.D., B.A.
Special Officer (Secondary School Liaison)

J. R. H. Morgan, M.B.E., M.A., B.Paed., LL.D.
Director of Statistics and Records J. M. Tusiewicz, M.A.Sc., M.B.A.
Director of University Health Service . G. E. Wodehouse, M.C., M.D., F.R.C.P.
Assistant Director of University Health Service—Women

Miss F. H. Stewart, B.A., M.D.
Director of Placement and Housing Services . J. K. Bradford, O.B.E., M.A.Sc.
Director of International Student Centre Mrs. K. Riddell, B.A.
Director of the Advisory Bureau

D. J. McCulloch, B.A., M.D., D.Psych., F.R.C.P.

Director of University Extension G. H. Boyes, M.A.

Director of University of Toronto Press M. Jeanneret, B.A.

Director of Information K. S. Edey
Director of Alumni Affairs J. C. Evans, B.A.
Director of Development R. J. Albrant

Warden of Hart House (Acting) E. A. Wilkinson, B.A.
Director of Athletics and Physical Education—Men . . . W. A. Stevens, B.S.
Director of Athletics and Physical Education—Women (Acting)

Miss D. Jackson, B.Sc., M.A.
Director of Hart House Theatre R. S. Gill, M.A.

DIVISION OF UNIVERSITY EXTENSION

Certificate Course in Business

Course Co-ordinator W. C. Hebdon, M.A., C.A.
Secretary of Division Margaret Pratt, B.A.

ACADEMIC CALENDAR 1966-67

CERTIFICATE COURSE IN BUSINESS

Evening Registration—First Year	September 12, Monday September 14, Wednesday
Second and Third Years	September 13, Tuesday
Final date for submitting First Year applications	September 14, Wednesday
Academic Year begins	September 19, Monday
Address by the President at 2.15 p.m. in Convocation Hall (lectures and laboratory classes withdrawn from 2.00 p.m.)	September 19, Monday
Remembrance Day Service at 10.30 a.m. Lectures and laboratory classes are withdrawn from 10.00 a.m. to 11.00 a.m. (The 11.00 a.m. classes will begin at 11.15 a.m.)	November 11, Friday
Fall Convocation	November 25, Friday
Last day of lectures	December 21, Wednesday
Christmas Vacation	13 days
Length of Michaelmas Term	13 weeks, 3 days
Easter Term begins	January 4, Wednesday
Reading Week	February 20-24,
Good Friday	March 24
Arts Examinations begin	April 17, Monday
Length of Easter term to beginning of Examinations	13 weeks
University Commencement	May 29, Monday to June 6, Tuesday June 14, Wednesday

CERTIFICATE COURSE IN BUSINESS

The Certificate Course in Business provides instruction in the basic principles of modern business. The course makes it possible for young business men and women to continue their education and hold positions at the same time. The programme is designed for students who are capable of undertaking courses at the undergraduate level.

The Course consists of six subjects in the field of business and industry, four of which, Accounting, Economics, Human Factors of Administration, and Business Organization are compulsory. Two optional subjects are selected from the following group: Business Finance, Marketing, Production, and Elementary Statistics. One of these is selected in each of the Second and Third Years.

A student may enrol for not more than *two* subjects in the same session. Thus, by undertaking two subjects in each session, the Course can be completed in three years.

Instruction is given in two-hour sessions in the evenings for twenty-five weeks. Students who enrol in two subjects attend classes two evenings a week. *Classes begin September 19.* Classes begin at 7, and 7:30 p.m., as will be indicated on the time-table. Examinations are written in April. Only one set of examinations is conducted in each session. Candidates who do not present themselves for the April examination must make application in the Fall for the following Spring. This regulation also applies to those who fail to obtain standing at the April examination.

ADMISSION REQUIREMENTS

A candidate for admission to the Certificate Course in Business may be required to sit a scholastic aptitude test and must present the Ontario Grade 13 Certificate or its equivalent, with at least nine credits, or eight credits if Biology is offered (See Group 4 below), chosen to satisfy each of the following groups, with a minimum overall average of 60%

GROUP 1 English

GROUP 2 Latin or two Mathematics

GROUP 3 One Language from: French; German; Greek; Italian; Russian; Spanish; Latin (if not already chosen)

GROUP 4 At least three credits, or two credits if Biology is chosen, from: Algebra; Analytical Geometry; Trigonometry and Statics; Biology*; Botany; Zoology; Chemistry; Physics; Geography; History; Music†; or Art; one or more languages from Group 3.

Applicants for admission should regard the holding of the published admission requirements as meaning only that they are eligible for selection to the University.

Under the University's admission practices, the school record of the applicant, the confidential report of the School and other tests of the student's ability that are available are considered. The length of time taken and number of sittings at examinations to obtain the admission requirements also are taken into account. Decision on those whose certificates meet the published requirements but whose academic record is not of a standard to permit immediate admission will be deferred, and their application will be considered for selection at a later date when all applicants have been examined. A decision will be communicated to these applicants as early as possible.

NOTICE TO APPLICANTS FOR ADMISSION TO FIRST YEAR UNIVERSITY

Each candidate who applies for admission to the First Year of an under-graduate course *direct* from High School must take the aptitude test offered by the College Entrance Examination Board. This test consists of two parts—verbal and mathematical. It should be taken in December or January of the final year of school. United States candidates transferring from a First Year college programme in the United States and seeking admission to a First Year programme at this University also must offer the College Entrance Examination Board aptitude test.

*Candidates offering Biology may not offer Botany or Zoology.

†Music options for Ontario: In lieu of Ontario Grade 13 Music, standing in one of the following examinations of the Royal Conservatory of Music of Toronto, or equivalent, is accepted: (i) Grade VIII Practical with Grade II Theory; (ii) Grade IV Theory. If the Royal Conservatory of Music of Toronto, or equivalent, examinations are offered, candidates must have the required overall average for the course sought on the academic papers offered. Royal Conservatory of Music of Toronto, or equivalent, examination marks are not included in the calculation of the overall average.

Students may obtain information about the test and test centres by inquiring at their school or by writing to the College Entrance Examination Board. Students in Ontario and other eastern parts of Canada and the United States should write to the CEEB at Box 592, Princeton, New Jersey 08540; students from the West should write to the CEEB, Box 1025, Berkeley, California 94701.

A candidate over 25 years of age who lacks standing in Grade 13 and has had suitable business experience may be required to sit a scholastic aptitude test. On successful completion of the test, he will be admitted to the First Year "conditionally" and will be allowed to continue on successful completion of the First Year.

Commencing with the 1967-68 Session, Mature Students may be required to have standing in at least one subject at the Grade 13 level (or equivalent), before being considered for admission.

ENGLISH FACILITY REQUIREMENTS

All applicants are required to submit evidence acceptable to the University of Toronto of facility in English. The following evidence is acceptable:

- (a) Standing, in accordance with the General Admission Requirements, in English on the Ontario Grade 13 Certificate, or other certificates recognized by the University of Toronto as equivalent.
- (b) The Certificate of Proficiency in English issued by the Universities of Cambridge or Michigan, or satisfactory achievement in the University of Michigan English Language Test. The test may be taken in Toronto through a local agent of the Michigan English Language Institute. There will be a fee for this test.

(Details of the foregoing may be secured from the Secretary, Division of University Extension.)

CONDITIONS FOR ACADEMIC STANDING

To receive credit in a subject of the Certificate Course in Business, a candidate must obtain at an annual examination at least 50% of the examination marks as well as an aggregate of 50% of the term and examination marks. To receive honour standing in the Course a candidate must obtain an average of at least 75% of the examination and term marks in four obligatory and two optional subjects. A candidate who fails to obtain a pass in his term work and his examination must re-enrol in that subject.

CONDITIONS FOR CREDIT

A student applying for credit shall submit an official transcript of his record for evaluation. A student who holds a University degree and is granted credit in one subject, is required to undertake only *five* subjects to earn his Certificate. A student who applies for credit and has not a University degree, may be granted credit in one subject, but is required to undertake *six* subjects in order to earn his Certificate. Under no circumstances will credit be granted in more than one subject. No credit will be given for a passed subject in a failed year in a previous university course.

THE FRANK NICHOLSON BEARD PRIZE

As a tribute to the late Mr. Frank Beard, an Associate Professor in the Department of Political Economy, who lectured in the Certificate Course in Business for eleven years, and in appreciation of his interest in the students of this course, and of the scholarship he engendered, colleagues, associates, and students have contributed to the establishment of the Frank Nicholson Beard Prize.

This Prize, of the value of \$50, will be awarded to the student in the graduating year who stands First in First Class Honours.

FAILURE TO OBTAIN STANDING

Obligatory Subjects

A candidate who fails to obtain standing in an examination may, at the opening of the session, either make application to re-write the examination on payment of the \$5 examination fee, provided he has successfully completed his term work, or pay the full tuition fee and re-enrol in the subject. Failure to obtain standing twice in an obligatory subject, necessitates withdrawal from the Course.

Optional Subjects

A candidate who fails to obtain standing in an optional subject may, at the opening of the session, either make application to re-write the examination on payment of the \$5 examination fee, provided he has successfully completed his term work, or pay the full tuition fee and enrol either, in

(a) the same option

or

(b) select a new option.

A candidate who fails to obtain standing twice in his original option, may transfer to a new option, but failure to obtain standing in the new option, at the first time of writing, necessitates withdrawal from the Course.

A candidate who fails to obtain standing at the first time of writing an option and who then selects a new option and fails to obtain standing, will be permitted to re-write the new option only once, and if unsuccessful must withdraw from the Course.

In other words, a candidate may attempt the examination in any one subject only twice, and if unsuccessful must withdraw from the Course.

A candidate who fails to obtain standing in three examinations throughout the Course will be obliged to withdraw. The time limit for successful completion of the Course is *four years*. A candidate may petition for a fifth year, provided he has a good record.

SUBJECTS OF INSTRUCTION

FIRST YEAR	Obligatory Subjects	Accounting Economics
SECOND YEAR	Human Factors of Administration (Obligatory) One subject chosen from the list of Optional Subjects	
THIRD YEAR	Business Organization (Obligatory) One subject chosen from the list of Optional Subjects	
	OPTIONAL SUBJECTS:	
	Business Finance	Marketing (only available to students in their graduating year).
	Production	
	Elementary Statistics	

REGISTRATION

Registration in person may be made at 84 Queen's Park between 9 a.m. and 5 p.m., except Saturdays. Applications made by mail should be addressed to: The Secretary, University Extension, 84 Queen's Park, Toronto 5.

The final date for submitting applications for the First Year is SEPTEMBER 14.

EVENING REGISTRATION AND COUNSELLING:

PLACE: University Extension, 84 Queen's Park.

TIME: Monday, September 12, 7:30-9 p.m.

Wednesday, September 14, 7:30-9 p.m.

SECOND AND THIRD YEAR STUDENTS who require assistance regarding selection of, and eligibility for, optional subjects, will receive assistance from the Instructors and the Secretary.

PLACE: University Extension, 84 Queen's Park.

TIME: Tuesday, September 13, 7:30-8:30 p.m.

FEES

TUITION (each subject)	\$95
Equivalent Certificate Fee	\$5
(for Certificates other than those of the Department of Education, Ontario)		
Advanced Standing Fee	\$5
(credit for academic work undertaken outside of the University of Toronto)		

REFUNDS AND WITHDRAWALS

The Secretary must be notified *in writing* or *in person* of a student's withdrawal and of the reason for his withdrawal. A student is held responsible for all courses in which he registers unless he officially withdraws. Merely ceasing to attend class does not constitute official withdrawal. Except in special circumstances, refunds will be made *only* if they are requested before *the second lecture*, accompanied by the Admit-to-Lecture Card and Income Tax Certificate. A charge of \$10 is made for a refund of fees.

DIVISION OF CLASSES

When the same subject is offered on two different evenings, the student may *indicate* his preference on his application form. Should it be necessary, the Division of University Extension will make an arbitrary division of classes.

DESCRIPTION OF COURSES

ECONOMICS: Introduction to economic analysis, including price theory and some of its applications; the theory of income, employment, and the general level of prices; the banking system; monetary and fiscal policies; and international trade theory.

Classes will be offered as follows:

Economics A—MONDAYS	} 7.30 p.m.
Economics B—TUESDAYS	
Economics C—WEDNESDAYS	

Instructors: Y. KOTOWITZ, B.A., PH.D.
G. SLASOR, B.A.
D. M. NOWLAN, B.Sc., B.A., M.A.

Texts: Samuelson, P.A.: *Economics*, Canadian Edition

***ACCOUNTING:** An introduction to accounting with emphasis on the use and interpretation of accounting data. The preparation, interpretation and analysis of financial statements complete the study of the accounting cycle. Accounting theory is an integral part of the course, and includes asset valuation and income measurement. Other areas of study include forms of business organization—the sole proprietorship, partnership and limited company, and management accounting for control and planning.

Classes will be offered on Monday and Tuesday evenings:

Accounting A—MONDAYS	} 7.00 p.m.
Accounting B—MONDAYS	
Accounting C—TUESDAYS	

Instructors: G. T. GILBERT, B.COM., C.A.
M. F. Florence, B.COM., C.A.

Text: Meigs, Johnson and Blazouske: *Accounting—The basis for Business Decisions*—Canadian Edition (McGraw-Hill)

*Students who have had extensive accounting experience may sit a qualifying examination in September, and, if successful, will be exempt from Accounting but will be obliged to undertake six subjects in order to qualify for the Certificate.

HUMAN FACTORS OF ADMINISTRATION: A course designed to assist the student in gaining appreciation of the human factors involved in the management of business and industrial organizations.

Course content will include various aspects of human behaviour in an industrial society; business and industry as a social system, the significance of feelings, attitudes and values in the work setting; motivation, communications, morale, etc.

TUESDAYS and WEDNESDAYS

Instructors: R. L. KNIGHT, B.A.

W. J. PATTERSON, B.A.

R. C. WHITNEY, M.A.

Text: To be announced

BUSINESS ORGANIZATION: A consideration of the problems and practices of the business manager and government administrator. An examination is made of the various aspects of setting objectives, policy determination, organization, staffing, direction and control. The inter-relationship of the specialized functions of production, finance, marketing and personnel management is examined.

FRIDAYS, 7 p.m.

Instructors: A. M. HEISEY, B.A.Sc., M.B.A.

D. W. HILLHOUSE, B.A., M.COM.

Text: To be announced.

BUSINESS FINANCE: Financial Management as an integral part of overall management; the central problem of committing and raising capital funds on behalf of an individual enterprise. Emphasis on an underlying framework of analysis, an understanding of corporate financial behaviour and business practice related to issues of economic policy and theory. Sources and uses of funds; internal financing and funds flows; capital budgeting, rates of return on investment, allocation of funds among competing uses; external financing and the financial environment.

Students admitted with advanced standing are advised to complete Accounting before enrolling in Business Finance.

THURSDAYS, 7.30 p.m.

Instructors: W. J. BARBOUR, M.B.A.

P. E. MCQUILLAN, B.COM., C.A.

Text: Lindsay & Sametz: *Financial Management—an Analytical Approach* (Richard D. Irwin)

MARKETING: Marketing ranks with Production as one of the two basic functions of modern industry. This course is designed to develop an appreciation of all those business activities involved in moving goods from the producer to the ultimate consumer and covers marketing research, product planning, advertising, sales and pricing. The course will include discussions of actual marketing cases.

MONDAYS and TUESDAYS, 7 p.m.

Instructor: C. J. SLATTERY, M.COM.

Texts: Terry, G. R.: *Marketing: Selected Case Problems*, 2nd Edition (Prentice-Hall);

Tousley, Clark and Clark: *Principles of Marketing*, 1962 (Collier-Macmillan, Canada, Ltd.)

PRODUCTION: An introduction to a systematic study of the organization and management of the industrial firm, centering on the various techniques used in analysing, measuring, and improving the effectiveness of the men, machines, and materials involved.

The content of the course will include: plant organization, product development, plant location and layout, work measurement, work simplification, production planning and control.

MONDAYS, 7.30 p.m.

Instructor: M. J. ARMSTRONG, B.A.SC., M.SC.

Text: Mayer: *Production Management* (McGraw-Hill 1962)

ELEMENTARY STATISTICS: An introduction to the use of quantitative data in making business decisions under conditions of uncertainty. Both elementary statistical techniques and principles of statistical inference are applied to business problems. Lectures include frequency series, correlation, index numbers, and time series, but the emphasis is on probability, sampling, and the making of inferences from sample data. A knowledge of elementary algebra and geometry is necessary.

TUESDAYS, 7.30 p.m.

Instructor: MRS. VIRGINIA SAWYER, A.B., M.B.A.

Text: Freund, John E. and Williams, Frank J.: *Elementary Business Statistics: The Modern Approach*. Prentice-Hall Inc., 1964.

SERVICES OF THE DIVISION OF UNIVERSITY EXTENSION

In addition to the Certificate Course in Business, the Division of University Extension offers many other courses and services. Readers of this calendar are invited to ask about:

- (1) a. GENERAL COURSE (Extension), leading to the Bachelor of Arts degree.
- b. GENERAL COURSE IN SCIENCE (Extension), leading to a degree of Bachelor of Science. Only First Year available by evening study.
- c. Degree course for graduates of diploma school in Nursing leading to Bachelor of Science in Nursing degree. Only First Year available by evening study.
- (2) EVENING AND AFTERNOON COURSES IN THE LIBERAL ARTS (formerly Evening Tutorial Classes). Non-credit courses are available for adults in the Metropolitan area of Toronto and the surrounding districts. Courses offered are: Among the Stars, Anthropology, Art Appreciation, Art of Speech, Automation—A cultural opportunity, Communication and Diction, Effective Speaking, English Composition, Films—Novels—Poetry—Plays, Mastering Good English, English Literature, Exercises for Health, En France, French, French for Businessmen, German, Interior Design, International Affairs, Italian, Journalism, Non-credit Law Courses, Logic, Magazine Writing, Metropolitan Community, Modern Study of the Bible, Music Courses, Natural Science, Philosophy, Political Science, Psychology, Psychology and Modern Art, Religion, Sociology, Spanish, Royal Ontario Museum Courses.

THE FRENCH SUMMER SCHOOL—SAINT-PIERRE ET MIQUELON offers non-credit and advanced oral French. Its purpose is to develop the student's ability to speak French and widen his experience of French-life and culture through the daily, natural use of the language. Saint-Pierre offers an exceptional opportunity for the student to put into immediate practice what he has just learned in the classroom. In this sense French becomes truly a living language. For the student who cannot go to France during the summer, Saint-Pierre et Miquelon offers at a fraction of the cost the next best opportunity to experience a memorable

and profitable holiday on French soil. Classes are held each morning of the week except Saturdays and Sundays, in Le Collège St. Christophe on the Island of Saint-Pierre.

- (3) **BUSINESS AND PROFESSIONAL COURSES.** The purpose of this programme of studies is to assist men and women in business or other organizations to better understand the nature of organizations and how they are managed; to learn more about areas of management such as finance, marketing, personnel, production, etc; to improve their professional understanding of the new technical and mathematical theories and activities which have come to the fore in recent years and, to acquire some knowledge of other skills requisite to their current or future work needs.

Courses are offered in the following general areas: accounting, administration, management, data processing, industrial psychology, operations research, business law, finance, taxation, economics personnel administration, marketing, mathematics, statistics, computer programming, stochastic processes, and nuclear engineering.

CERTIFICATE COURSE IN PUBLIC ADMINISTRATION.

This course is intended primarily for those with considerable experience in the public service who wish to acquire a broader background in the political and social sciences essential to an understanding of the executive branch of government and its functions. It is not intended as preparation for those planning to enter public service. Emphasis is on Canadian government at all levels (Federal, Provincial, and Municipal), and their major problem areas. One or two subjects may be undertaken each year. Six subjects are required for graduation.

CERTIFICATE COURSE IN CRIMINOLOGY. This course is intended for those with considerable experience in the fields of law enforcement, criminology, adjudication, and the correctional services, who wish to deepen their knowledge and understanding of criminology in its various aspects. It examines some of the basic problems of crime, the administration of criminal justice, and the treatment of offenders. One or two subjects may be undertaken each year with six subjects required for graduation.

The following list gives an indication of some of the courses available in this programme:

NON-CREDIT COURSES

ACCOUNTING:

- Budgetary Controls
- Financial Statement Analysis
- Fundamentals for Non-Financial Managers

BUSINESS, ADMINISTRATION, MANAGEMENT

- Administrative Practices
- Business Administration
- Business Law
- Communications—Written
- Concepts in Management Science
- Effective Speech in Business
- Evolving Management
- High Speed Data Processing
- Human Relations and Human Organization
- Manufacturing Management
- Office Management—Introductory
- Production Management
- Psychology in Industry—Introduction
- Statistical Methods
- Techniques of Operations Research

ECONOMICS:

- Elementary Economics
- An Introduction to Economics and Canadian Problems
- Money and Banking

ENGINEERING: (For Graduate Engineers)

- Linear Algebra and Matrices
- Computer Programming and Analysis for Engineers
- Probability Theory and Mathematical Statistics
- Modern Steel Structures—Behaviour and Design Criteria
- Chemical Market Research
- Linear Programming and its Extensions
- Introduction to the Stochastic Processes
- An Introduction to Computer Simulation
- Nuclear Engineering

FINANCE:

- Business Finance
- Business Taxation

PERSONNEL ADMINISTRATION:

An Introduction
Advanced
Interviewing and Counselling
Labour Relations
Training

MARKETING:

Marketing Management
Marketing Research
Industrial Marketing
Sales Management
Advertising

GENERAL:

In the following courses the appropriate organization grants recognition on successful completion:

Administrative Management Society (Toronto Chapter)—

Certificate Course in Office Administration

Canadian Bankers' Association—Fellows Course in Banking

The Canadian Industrial Management Association—

Certificate Course in Industrial Management and Administration

The Society of Industrial and Cost Accountants' Association of

Ontario—Registered Industrial Accountants' Courses

FOR INFORMATION on the above courses, telephone 928-2393, 928-2394, also 928-2395, 928-2396 during September and October.

- (4) **CORRESPONDENCE COURSES.** Correspondence courses are conducted by the Division of University Extension for the organizations listed below. A variety of subjects is available; each organization enrolls students in a course consisting of the subjects appropriate to its requirements, and grants recognition on successful completion.

Correspondence courses are currently provided for the following institutions:

Association of Administrative Assistants
Association of Professional Engineers of Ontario

Canadian Credit Institute
Canadian Institute of Realtors
Canadian Institute of Traffic and Transportation
Chartered Institute of Secretaries
Chemical Institute of Canada
International Association of Personnel in Employment Security
Ontario Association of School Business Officials

FOR INFORMATION, telephone 928-2412, 928-2413.

THE SCHOOL OF BUSINESS
THE GRADUATE PROGRAMMES IN BUSINESS
ADMINISTRATION

The School of Business offers two graduate programmes in Business Administration—the Master of Business Administration programme and the Diploma Course in Business Administration.

The Master's programme is a two-year course conducted by the School of Business under the jurisdiction of the School of Graduate Studies. The work of the Master's programme must be undertaken on a full-time basis.

The Diploma Course in Business Administration is a one-year programme offered by the School of Business. The course may be undertaken either full-time or part-time in day classes, or part-time in evening classes.

FOR INFORMATION, telephone 928-3423.

PARKING—The evening rate for parking lots on the West Campus (West of St. George Street) is 25 cents, commencing at 7 p.m. Elsewhere on the Main Campus and the Museum parking lot, the fee is 50 cents.

